

ADA Alert continued from page 2

services, and operations to be sure that they comply with the new Regulations — including the new rules regarding service animals and the obligation to admit disabled individuals who use Segway Personal Transporters® — when they become effective March 15 of 2011.

You can avoid the surprise of an ADA lawsuit by acting early.

The U.S. DOJ is enforcing ADA compliance through audits, voluntary compliance programs and, in some cases, through lawsuits. In some states, like California, accessibility advocates and their plaintiff lawyers, have brought ADA lawsuits against thousands of California businesses, including hotels.

You can avoid the surprise of an ADA lawsuit by acting early to bring your properties into compliance.

The new ADA regulations can be downright confusing to navigate alone. Please call on us to help interpret the Department of Justice's regulations and understand how both they and the 2010 Standards will affect both the physical and operational aspects of your business. ■

Martin H. Orlick is a senior member of Firm's Global Hospitality Group® and a partner in the Firm's Real Estate Department. He has helped clients with more than 300 ADA cases for hotels and other businesses. He is also a member of the American College of Real Estate Lawyers (ACREL). For more information about ADA compliance and defense, contact Marty at 415.984.9667 or MOrlick@jmbm.com

James O. Abrams is a senior member of the JMBM Global Hospitality Group® and the former President and CEO of the California Hotel & Lodging Association. Jim has advised hundreds of lodging operators about, and written and lectured extensively on, all aspects of accessibility laws that apply to the hospitality industry. For more information, contact Jim at 415.398.8080 or JAbrams@jmbm.com

UPDATE: Los Angeles City Council Approves Ban on New Supergraphics in Hollywood by Sheri Bonstelle



Source: Thompson Hotels

The right to install a supergraphic on a side of a building in Hollywood has been an ongoing struggle between owners and the City for years. The attorneys at JMBM have extensive experience in representing hotel owners and sign companies in obtaining appropriate City Council approval. Call us to see how we can help.

The Los Angeles City Council voted unanimously in September to ban the installation of new “supergraphic” advertising displays in Hollywood, while grandfathering in currently planned signs and allowing for designated “sign districts.”

The new Hollywood outdoor advertising regulations, which prohibit large vinyl signs on facades of hotels and other multi-story buildings, reflect an earlier U.S. 9th Circuit Court of Appeals ruling allowing a citywide ban of the signage.

The ordinance still permits digital billboards up to 300 square feet in specific areas in Hollywood along Vine Street and Hollywood, Sunset and Cahuenga Boulevards. Up to 16 supergraphic signs received City Council approval under the previous regulations and will be installed in several locations in Hollywood, including signage for projects entitled by JMBM land use attorneys. ■

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